

Message Text

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15

ORIGIN COME-00

INFO OCT-01 ISO-00 AF-10 ARA-16 EA-11 EUR-25 NEA-14 RSC-01

CIAE-00 EB-11 INR-10 LAB-06 NSAE-00 PA-04 SIL-01

USIA-15 PRS-01 /126 R

66617

DRAFTED BY: COM/BOB TAFT

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

ROBERT L PRITCHARD OED/DEPD

JOSEPH A MILLER OED/DEPD

ROBERT WILBOURN/OED

R SCISSORS/STATE PHONE

JNESVIG STATE CLEARED IN DRAFT PHONE

EUR R MEIMA INFO

AF LWHITE INFO

ARA/ECB ECOHEN INFO

EA CBASS INFO

NEA HMONTGOMERY INFO

----- 113919

R 312103Z MAY 74

FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 114770

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: FOREIGN BUYER GROUPS - 13 U.S. TRADE SHOWS

REF: A-2763, STATE 106369, STATE 109972

1. STATE AND COMMERCE APPRECIATE POSTS ENTHUSIASTIC SUPPORT
FOREIGN BUYER PROGRAM AT SELECTED U.S. TRADE SHOWS LISTED
REFAIR. WHILE PROMOTION OF ATTENDANCE AT SHOWS IS IMPORTANT,
MAJOR ELEMENT OF FOREIGN BUYER PROGRAM IS MATCHING BUSINESS
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INTERESTS OF U.S. EXHIBITORS AND FOREIGN BUYERS. TO THIS

END, STATE AND COMMERCE WOULD LIKE TO TRY AN INFORMATION EXCHANGE TECHNIQUE USING THE FIRST SEVERAL FY '75 SHOWS AS TEST VEHICLES. SPECIFICALLY, INFORMATION WILL INCLUDE:

A) U.S. EXHIBITOR DATA, B) SHOW FLYERS, C) LETTER OF INVITATION, AND D) RETURN CARD WITH FOREIGN BUYER DATA.

THE PROCEDURES ARE OUTLINED BELOW:

A) COMMERCE WILL SOLICIT FROM U.S. EXHIBITORS INFORMATION REGARDING COMPANY NAMES, EXECUTIVES ATTENDING, PRODUCT LINES, BUSINESS INTERESTS AND BOOTH NUMBERS. THIS WILL BE SENT TO INTERESTED POSTS FOR DISSEMINATION TO POTENTIAL ATTENDEES U. S. SHOWS.

B) SHOW FLYERS WILL BE FORWARDED INTERESTED POSTS DIRECTLY FROM SHOW AUTHORITIES.

C) POSTS ARE REQUESTED TO DEVELOP AN INVITATION LETTER SIGNED BY SENIOR EMBASSY/CONSULATE OFFICER FOR MAILING TO PROSPECTIVE FOREIGN BUYER ATTENDEES. LETTER OF INVITATION SHOULD INFORM BUYERS THAT COMMERCE WILL BE AT SHOW TO PROVIDE INFORMATION ON U.S. EXHIBITORS AND TO ASSIST THEM MAKE CONTACTS WITH U.S. EXHIBITORS. COMMERCE REQUESTS POSTS ENCLOSE COPY OF INVITATION LETTER WITH EACH SHOW FLYER MAILED OUT.

D) POSTS ARE REQUESTED TO DEVELOP AND INCLUDE A RETURN CARD WHICH ASKS INTERNATIONAL VISITORS PLANNING TO ATTEND SHOW TO PROVIDE POST WITH THE FOLLOWING INFORMATION: VISITORS NAME, COMPANY AND ADDRESS, PRODUCT LINES, BUSINESS OR OTHER INTERESTS IN ATTENDING SHOW, AND HOTEL, IF KNOWN. THIS COULD BE A POST CARD WITH RETURN ADDRESS TO EMBASSY/CONSULATE. NORMALLY COMMERCE WOULD APPRECIATE RECEIVING THIS INFORMATION ON FOREIGN BUYERS FOUR WEEKS BEFORE A SHOW SO AS TO DISSEMINATE IT TO U.S. EXHIBITORS, BUT WOULD ALSO APPRECIATE RECEIVING INFORMATION OBTAINED BY POSTS LATER. FOR TWO AUGUST SHOWS, COMMERCE REQUESTS POSTS CABLE INFORMATION BY AUGUST 1.

2. JOINT COMMERCE/STATE EFFORT WOULD RESULT IN MATCHING BUSINESS INTERESTS AND CONTACTS BETWEEN U.S. EXHIBITORS
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AND FOREIGN BUYERS, WHERE POSSIBLE IN ADVANCE OF SHOW, AND AT INTERNATIONAL LOUNGE DURING SHOW. THUS IT ESSENTIAL THAT FOREIGN BUYERS KNOW IN ADVANCE THAT THEY MAY CONTACT COMMERCE OFFICERS IN INTERNATIONAL LOUNGE TO OBTAIN INFORMATION ON U.S. EXHIBITORS INTERESTED MEETING THEM. WE FEEL INVITATION LETTER/RETURN CARD TECHNIQUE WILL FACILITATE POSTS EFFORTS COLLECTING INFORMATION ON FOREIGN BUYER INTERESTS AND ALSO MAKE MORE EFFECTIVE COMMERCE

ASSISTANCE TO BUYERS IN ACCOMPLISHING THEIR BUSINESS
OBJECTIVES IN THE U.S.

3. WE INVITE POSTS COMMENTS REGARDING ABOVE PROCEDURES.
THOSE POSTS SUPPORTING AUGUST AND SEPTEMBER SHOWS ARE
REQUESTED TO DEVELOP LETTER AND RETURN CARD SOONEST FOR
INCLUSION IN FOREIGN BUYER MAILOUT FOR THESE SHOWS. SHOW
FLYERS FOR TWO AUGUST SHOWS SHOULD ARRIVE POSTS BETWEEN
JUNE 15 AND 25. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE114770
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BOB TAFT
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740139-0489
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974052/aaaaabbh.tel
Line Count: 124
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Authority: martinml
Review Comment: n/a
Review Content Flags:
Review Date: 05 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 NOV 2002 by boyleja>; APPROVED <08 JAN 2003 by martinml>
Review Markings:

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30 JUN 2005

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Type: TE
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